



SAMKNOWS PRESENTATION TO THE FCC  
JANUARY 9, 2013 | WASHINGTON D.C.

Topic Discussion Schedule	Meeting	Date	
Project Scope and Schedule (Oct-Dec)	1	Oct 10	✓
Privacy and Project Policies	1	Oct 10	✓
Review of feedback	1	Oct 10	✓
Privacy	2	Nov 28	✓
Tests and Metrics	3	Dec 12	✓
Application GUI	3	Dec 12	✓
Data Collection	3	Dec 12	✓
Sample Plan	4	Jan 9	
Recruitment	4	Jan 9	
Customer Support and Validation	4	Jan 9	
Data Normalisation	5	Jan 23	
Data Analysis	5	Jan 23	
Data Presentation	5	Jan 23	
FCC Report Format	6	Feb 13	
Open Sourcing of Tests	6	Feb 13	
Project Launch (discussions ongoing)	7	Mar 6	



# Sample Planning Overview

# Statistical Considerations

- Privacy - determines what we can release/report
- Reporting format (Heatmaps/Analysis)
- Volume of samples
- Variability of data
- Post collection analysis (anomaly identification)

# Sample Plan Whitebox Calculation



50

- Each base cell needs a minimum of 50 samples



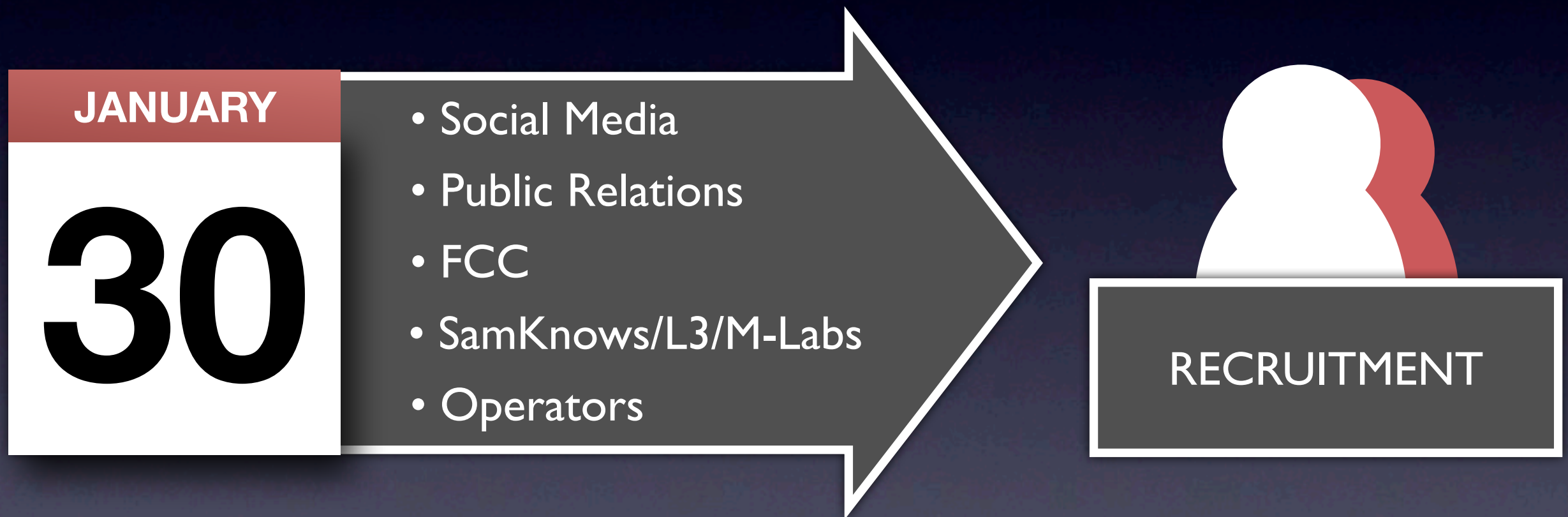
# Sample Plan Whitebox Calculation



- Each base cell needs a minimum of 50 samples
- 3 Hand Sets = 150
- x 2 Geographies = 300
- x 3 Telcos = 900

# Recruitment Planning (Deployment Managers)

# Appoint Deployment Managers





# Deployment Manager Work-Flow

## Project Site

All volunteers are directed to a project site which details every aspect of the project from the app through to privacy.

A

Project  
Information

## Application

Volunteers then go to the store to download the Application.

B

Download

## Terms

After installing the Application the Volunteer then agrees to the Privacy Policy.

C

Terms

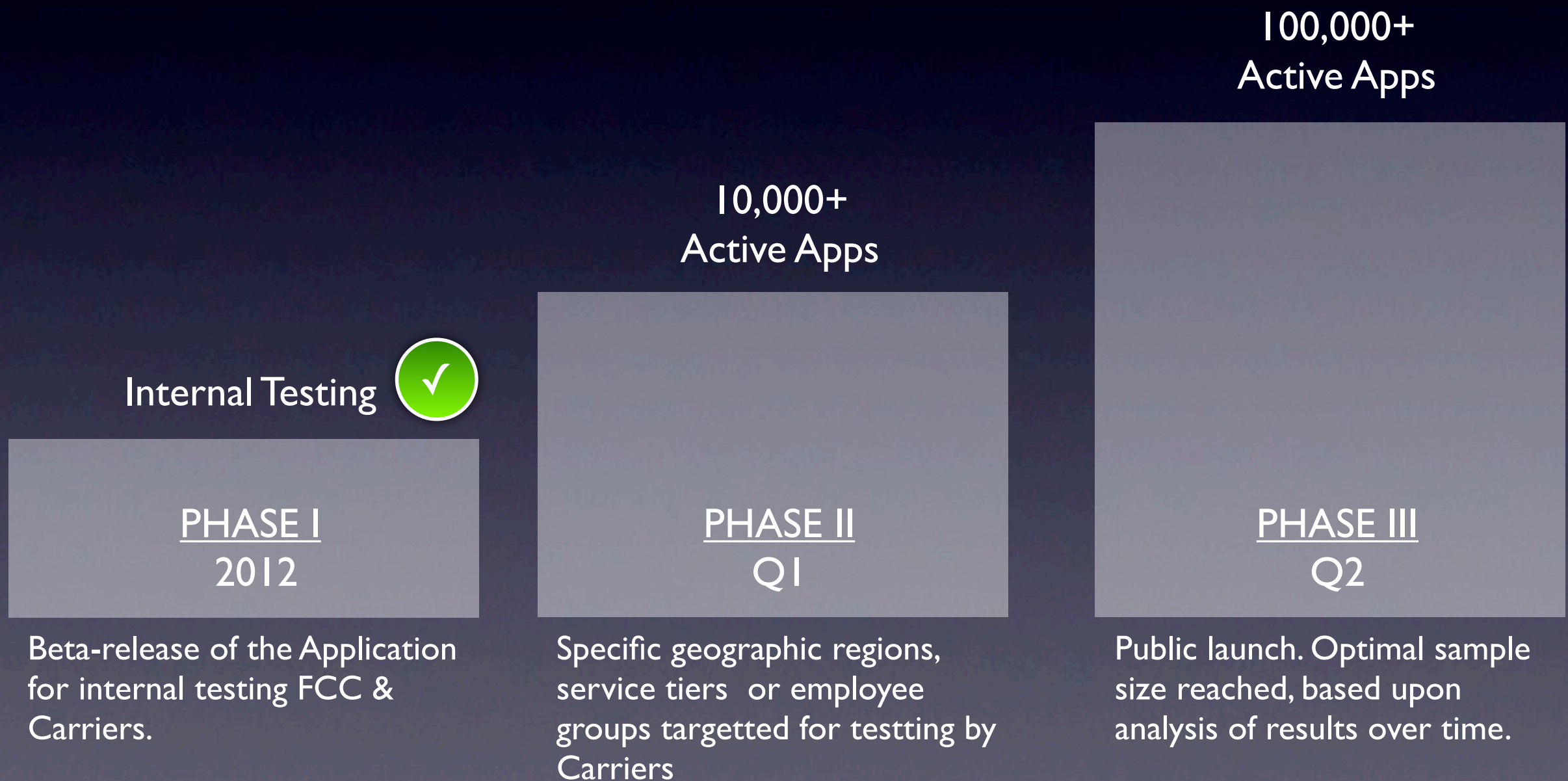
## Tests Run

The Application then finds the closest server and starts to run tests.

D

Tests

# Collaborative, Phased Release



# Community Support



# Support Considerations

- SamKnows support process
- Telephone and/or email
- Standard FAQs
- Knowledgebase
- Collaborative and consistent support
- Social media opportunities/considerations

# Key Dates

**JANUARY**

**30**

- ✓ Carrier employee release
- ✓ Deployment Managers appointed

**FEBRUARY**

**28**

- ✓ Carrier sign-off of Application

**MARCH**

**15**

- ✓ Public Release

**APRIL**

**30**

- ✓ Validate initial results/data
- ✓ SamKnows to provide format



